

## II) REMARKS

The Examiner has rejected claims 1, 4, 24 and 27 under 35 USC 102(e) as being anticipated by Brown et al. (USP 6,026,368). The Examiner has also rejected claims 11 and 34 under 35 USC 103(a) as being unpatentable over Brown et al. The Examiner has also rejected claims 2, 25, 13, and 36 under 35 USC 103(a) as being unpatentable over Brown in view of Herr-Hoyman et al. (USP 5,727,156). The Examiner has also rejected claims 3, 5-7, 8, 10, 15, 17-23, 26, 28-30, 31, 33, 38, 40-46 under 35 USC 103(a) as being unpatentable over Brown in view of Merriman (USP 5,948,061). The Examiner has also rejected claims 9, 12, 16, 32, 35 and 39 under 35 USC 103(a) as being unpatentable over Brown in view of Merriman, and further in view of Reilly et al. (USP 5,740,549). The Examiner has also rejected claims 14 and 37 under 35 USC 103(a) as being unpatentable over Brown in view of Reilly et al. (USP 5,740,549). Applicant respectfully disagrees with the Examiner's interpretation of the prior art as it allegedly applies to each and every of the pending claims, and traverses each rejection as set forth herein.

Applicant's invention, as set forth in amended independent claims 1 and 24 herein, is a publishing management system for managing and integrating both print and online management functions. The invention comprises at least one advertisement computer means for storing a plurality of advertisement files; at least one article computer means for storing an article file; and a publishing management server computer. The publishing management server computer comprises user interface means for receiving data from and sending data to a user, and database means for storing a plurality of database tables. The database tables

include an advertisement table comprising a plurality of advertisement records, with each advertisement record including information regarding an advertisement file stored on an advertisement computer means. The database tables also include an advertiser table with a plurality of advertiser records, each advertiser record comprising information regarding an advertiser associated with at least one advertisement file stored on an advertisement computer means. The database tables also include an article table comprising a plurality of article records, wherein each article record includes information regarding an article file stored on an article computer means. Finally, the publishing management server includes processing means that is adapted to perform the following functions: generate a plurality of reports as a function of one or more of the database tables; allow a user to input, via the user interface means, criteria for generating the reports; provide the reports to a user via the user interface means; and allow a user to enter or modify, via the user interface means, records in any of the database tables.

None of the cited prior art references, taken alone or in combination, teaches or suggests this unique invention as set forth in the claims, in particular one that integrates and manages print and online management functions. The cited Brown reference relates to an online system for providing content and advertisements to a targeted set of viewers, but does not provide the management and report functionality detailed in claim 1 as set forth above. The cited Herr-Hoyman reference relates to an Internet-based publishing system with secure content modification features. The cited Merriman reference relates to targeted Internet advertising as well as tracking and user profiling. The cited Reilly reference also relates to an information and

advertising distribution system. None of the cited prior art references teaches or suggests the Applicant's claimed invention that integrates and manages print and online management functions.

Thus, it is respectfully submitted that claims 1 and 24 are patentable over the cited prior art. The remaining claims 2-23 and 25-46 depend from independent claims 1 and 24, respectively and are also patentable since they incorporate the limitations of claims 1 and 24. It is respectfully submitted that all claims are now in condition for allowance.

Respectfully submitted,



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